

# CHAPTER I

## INTRODUCTION

This chapter presents a general description of the paper. Covered the background on which the research question was formulated based on, the research objective, and the research significance. This chapter ended with a definition of the paper's organization, which describes this research relating to the research.

### 1.1 Background Research

In the present day, the realm of music is undergoing rapid development, largely due to its accessibility across various media platforms. Music serves as a prominent channel for mass communication and offers a versatile avenue for English language learning. Music, in its typical form, encompasses instrumental compositions, vocal performances, and often includes visually engaging video clips. Furthermore, music serves as a potent medium for artists to communicate their messages to their audience. Usually, these messages are conveyed through the combination of lyrics and accompanying video content within a song. Beyond its primary role as a means of communication, music serves multifaceted purposes such as entertainment, political expression, propaganda, and education.

Ordinary music often combines instrumentals with song lyrics and video clips to convey the artist's intended message and creative work. Musicians and songwriters aspire to share their ideas, emotions, and concerns, making music a powerful platform for self-expression. Music can serve as a conduit for both physical and emotional catharsis. Consequently, it is advisable for musicians to explore themes that resonate with current societal realities, as music increasingly serves as a means to raise awareness about contemporary issues.

In this context, music possesses the remarkable ability to inspire its listeners, fostering introspection, reflection, and the potential for personal transformation.

A pivotal aspect of music lies in its use of lyrics to deliver messages, serving as a form of artistic self-expression.

Lyrics play an indispensable role in a song; they enable the author to express their innermost thoughts and emotions. Often akin to poetry, lyrics are crafted with eloquent language to articulate feelings and ideas that are intended for musical rendition. Writers artfully manipulate words within lyrics to create a harmonious blend with the music, and the use of beautiful language in song lyrics can captivate and enchant listeners.

Song lyrics, essentially a meticulously constructed sequence of words, involve a more intricate process than crafting an essay but draw inspiration from various sources. These sources often include everyday life experiences, which inspire the songwriter's expressions. Song lyrics can be seen as a medium through which individuals convey their perceptions of what they have observed, heard, or encountered. Poets and songwriters employ wordplay and linguistic artistry to infuse their lyrics or verses with appeal and distinctiveness while communicating their personal experiences.

It is worth noting that lyrics or verses of a song are frequently regarded as a form of poetry, and the reverse is also true. This perspective aligns with the assertion made by Jan van Luxemburg (1989) (Fsan TUY, 2021) that the interpretation of poetic texts encompasses not only literary forms but also encompasses proverbial expressions, advertising messages, political slogans, pop song verses, and prayers. The exploration of song lyrics as captivating literary works can be further illuminated through the lens of semiotics.

There are many songs whose lyrics and video clips contain many signs, but the author chose to use Lyrics' from a song from a famous singer from the United States, she is Taylor Swift. Taylor Swift is a songwriter and also a singer from the United States who is very popular with her songs that have a perfect meaning with music videos always describing the story of her songs well and quickly accepted by many people. Through her songs, she always expresses her

emotions and experiences. Especially the experience of her friendship and love story, like the object in this study using one of her works entitled All Too Well 10 Minute version. The song tells the story of the singer's romantic relationship between Taylor Swift with her ex-lover Jake Gyllenhaal, who all went warm and very sweet and promised a future together but suddenly had to run aground so imminently, was told to run aground due to frequent differences of opinion due to different age that could be said to be quite far away. Taylor was 20 years old at that time, while the lover was already 30 years old. Both Lyrics and short films depict how Taylor Swift still vividly remembers her love story with her ex-lover at the beginning of her 20 years of age.

In the previous version of the 2012 song All Too Well, which was 5 minutes, All Too Well 2012 did not describe the cause of the break up in detail. In the All Too Well 10 Minute Version published in 2021, Taylor recounted in more detail how the relationship ran aground. This commute version of All Too Well is a gift from Taylor Swift to fans who enjoyed this song, even though it is not a single. Taylor Swift eventually released the song All Too Well 10 Minute Version and also made this song into a short film version. Recently on December 8, 2022, Taylor Swift as the director of All too Well Short Film, also released behind-the-scenes All Too Well Short Film for her fans. Taylor Swift, in "The Graham Norton Show," which is shown on YouTube and uploaded on November 21, 2021 (Walker, 2021), Taylor explains All Too Well, All Too Well 10 Minute Version and All Too Well: The Short Film.

*Oke, shorten this, so basically, All Too Well was a song that came out originally on an album called Red which came out in 2012. I always loved this song; it was never a single, but the fans really loved this song, and I had made the mistake of saying in an interview the truth, which is that it had started out as 10-minute song with like six or seven extra verse and... and we had had to cut it down to the sort of four and a half five-minute length that it ended up. My fans would not let it go. They were like, I would be doing an interview for something else album later, and they'd be like, "Where is the 10-minute version?" "Where is it?". So basically, for the re-record, I was*

*like, I am going to put out the 10 minute version, I'm just gonna I'm just gonna show them what it was.*

According to Stamm,( 2022), The Academy of Motion Picture Arts and Sciences, the professional organization responsible for protecting and perpetuating the art of motion pictures, defines any film as "short" if its runtime is less than 40 minutes, including credits. In every other way, creatively and professionally, a short film is indistinguishable from its longer-running "feature film" counterpart. Aesthetically, there are no technical differences between a short film and a feature film, which means that The Academy of Motion Picture Arts and Sciences, the professional organization in charge of preserving and perpetuating the art of motion pictures, considers a film to be "short" if it lasts less than 40 minutes, including credits.

The organization responsible for preserving and perpetuating the art of motion pictures defines a film as "short" if its duration is less than 40 minutes, inclusive of the credits. Within the film industry, the term "proof of concept" or "proof of concept short film" is widely employed, denoting a production similar to a standard short film but with a specific purpose or use case in mind. "Proof of concept" short films are often utilized by industry executives or established filmmakers to experiment with various technologies or artistic styles.

In contrast to typical short films, which often rely heavily on dialogue, the short movie "All Too Well" takes a different approach, placing greater emphasis on music, specifically the lyrics of the song "All Too Well 10 Minute Version." This choice infuses the narrative with implicit symbolism and meaning. The singer's personal love story with her ex-partner is at the heart of this study, and it employs two key elements to reinforce the message: the lyrics of the song and the accompanying short film, both directed by the singer herself.

An investigation into the story embedded in the lyrics of the song and the visual narrative of the short film is essential to grasp the signs conveyed, as well as the nuances of denotations, connotations, and myths, all analyzed through Roland Barthes' semiotic approach. In songs, authors often aim to

convey profound messages to their listeners, and in the case of "All Too Well 10 Minute Version," supported by the accompanying short film, Taylor Swift effectively communicates the narrative's depth.

Both the lyrics and the short film provide viewers with Taylor's perspective, underlining her vivid recollection of the experiences and emotions she lived through during that past relationship. Two objects were taken in this study to reinforce the meanings that exist between the lyrics and the short film. There needs to be research on aspects of the story in the lyrics of the song and also short films directed directly by the singer to understand the signs conveyed as well as the meaning of denotations, connotations, and myths through Roland Barthes' semiotic approach.

As explained above, apart from personal experiences, The song and Short Film All too Well 10 Minute Version is also aimed at people who are heartbroken or who have the same experience as All Too Well. Many people enjoy this work to get the nickname of the best heartbreak song from listeners. Fragments of song lyrics "All Too Well 10 Minute Version" :

*But you keep my old scarf from that very first week  
Because it reminds you of innocence, and it smells like me  
You can't get rid of it  
'Cause you remember it all too well, yeah  
'Cause there we are again when I loved you so  
Back before you lost the one real thing you've ever known.*

The lyrics contain symbols of memory contained in several words, including the keep, reminds, remember it, again, when, and back before where these words are symbols of memory. This lyrics tells where the two characters here have separated, but the man still keeps the red scarf that belongs to the woman, the scarf which is a reminder of their love story that has run aground. The red scarf appeared at the beginning of the short film and at the end of the book All Too Well until it received the nickname symbol of the song and short film All Too Well 10 Minute Version.

Why does the author prefer Taylor Swift's All Too Well 10 Minute Version song over other songs about love stories? Because first, this song is unique because it is long in duration. Secondly, this song has a short film that is different from many other song clips. Third, this song was created not only to remember and lament the story of the past, but many people, including writers, are motivated that remembering the past can be used as a lesson to improve themselves for a better future.

In both songs and short films, many symbols and words are employed to convey the concept of “remembering”. Remembering is the ability to receive and store things that have been passed or have happened and become memories. According to (N., 2013), Remembering is recalling with effort or thinking again and retaining information in Memory, unexpectedly recalling information details stored in the Memory. This research endeavors to elucidate the symbolism associated with memory through the lens of semiotics theory. It aims to provide an interpretation of the themes of memory and forgetting as depicted by the characters in "All Too Well: Short Film" and as articulated in the lyrics of "All Too Well 10 Minute Version." The research framework above illustrates how to step by step analysis will be carried out in this study. The title of the research is *"Symbol of Memory in All Too Well: The Short Film by Taylor Swift,"* and will use Roland Barthes' Study of Semiotics to analyze the meaning of Denotative, Connotative, and Myth. The first step in this research will begin with watching All Too Well: The Short Film and understanding the lyrics and some of the dialogue in the short film. The second step will analyze and search for signifiers in short films and lyrics, followed by denotative, connotative and Myth. The next step is to find the symbol of memories in the short film and lyrics, by looking at the writing on the lyrics and the words in the dialogue used to determine the symbol of memory to knowing the type of memory with cognitif psychology theory contained in the All Too Well: The Short Film with All Too Well 10 Minute Version (Taylor's Version) (From The Fault) by Taylor Swift.



Based on the explanation above, the study's title is "*Symbol of Memory in All Too Well: The Short Film By Taylor Swift*".

### 1.2 Research Question

Based on the background above, the question is limited to analyzing the types of signs based on their objects as well as the depiction of Roland Barthes's semiotics theory, namely denotations, connotations, and myths. To find the meaning of the symbol of 'memory' contained in the Short Film and lyrics All Too Well 10 Minute Version, This research will be focused on the following question started to bellow:

1. What are the signifier and types of memory in the short film All Too Well by Taylor Swift?
2. What is the denotation and connotation of memory in the short film All Too Well by Taylor Swift?
3. What is the myth and describe the All Too Well The Short Film By Taylor Swift?

### 1.3 Research Objective

Based on the question that has been stated above, the objectives of the research are:

1. To analyze the signifier and types of memory in the short film All Too Well by Taylor Swift.
2. To analyze the denotation, connotation of memory in the short film All Too Well by Taylor Swift
3. To describe and analyze the myth of memory in the short film All Too Well by Taylor Swift.

### 1.4 Research Significance

Based on the research objective above, the research is significant:

1. Theoretical Benefits this research provides benefits in the theoretical development of semiotics and cognitif.

2. Practically Benefits, additional literature for teaching. The results of the study also provide benefits for practical college students.

### 1.5 Previous Studies

The first study entitled *Representasi Symbol Keislaman Dalam Film (Analisis Semiotika Roland Barthes Film "My Name is Khan")* by Wirda Tri Hasfi from Alauddin Islamic State University Makassar in 2017, (Hasfi, 2017); in his research, he analyzed a film My Name is Khan using Roland Barthes' theory of semiotics. The similarity of Hasfi's research with this research is that they both use Roland Barthes's semiotics and analyze films, in the analysis also uses the first technique, namely analyzing denotative, connotative, and myths in films. However, the difference is that Hasfi's research represents the Islamic symbol in the film while this research represents the memory symbol that exists in short films and song lyrics.

The second study entitled *Nilai-Nilai Dakwah Oki Setiana Dewi (OSD) di Jejaring Sosial Youtube (Analisis Semiotika Roland Barthes)* by Khusnul Khotimah from Prof. K.H. Saifuddin Zuhri Islamic University Purwokerto on 2022, (Khotimah, 2022). In her thesis, she analyzes the value of proselytizing on several youtube videos by Oki Setiana Dewi. The similarities with this research are the same as analyzing semiotics of Roland Barthes's, namely signifier, signified, denotation, connotation, and myth. Meanwhile, the difference with the author is that she used youtube videos to find the value of proselytizing, and the author used short films and lyrics as an object to find the symbol of memory.

The third study was entitled *Analisis Semiotika pada Lirik Lagu 'Zona Nyaman' Karya Fourtwnty* by Larasati Nurindahsari from Semarang University in 2019 (Nurindahsari, 2019). Similarly, using song lyrics as an object of research, the difference is that she used the semiotics of Ferdinand De Saussure to find the meaning of motivation in the lyrics. In contrast, the author uses the semiotics of Roland Barthes to find symbols of memory.



The fourth study entitled *Semiotics Analysis of Jonas Blue's Music Video Rise Through Roland Barthes' Theory* by Dennis Suswanto Kadiman from Budhi Dharma University in 2019 (Kadiman, 2019). In his thesis, the writer analyzing music video uses the theory semiotics of Roland Barthes and his used Expression-Relation-Content (E-R-C), while this study uses signifier and signified for analyzing data.

The fifth study entitled *Analisis Semiotika Roland Barthes Pada Lirik Dan Video Lagu Peradaban Karya Grup Band Feast* by Rifky Faisal Budiman from Telkom University in 2021 (Rifky F. Budiman, 2021). This journal discusses the semiotic analysis of music videos and song lyrics using Roland Barthes' anchovies. The research is the same as the author's research, and the difference lies in the object being studied. She used the song Civilization by Feast, while the author used All Too Well 10 Minute Version by Taylor Swift.

The sixth study, entitled *A Semiotic Analysis in Music Video of Blank Space By Taylor Swift* by Indriani Oktavyanthi and much Kholiq from Gunadharma University in 2020 (Indriani Oktavyanthi, 2020). In this article, both discuss Semiotics analysis with Roland Barthes's theory using Taylor Swift's song. However, this study used Taylor Swift's song entitled Blank Space and only analyzed Barthes's Semiotic elements, namely Denotation, and Connotation. Meanwhile, the author currently researches symbols that refer to memory and analyzing the meaning of Denotation, Connotation, and Myth.

The seventh study entitled *Pengaruh Kemampuan Mengingat Terhadap Hasil Belajar IPA Peserta Didik Kelas VI MI An-Nashar Makassar* by Ramlah from Alauddin Islamic State University Makassar in 2015 (Ramlah, 2015). This journal discusses the influence of the ability to remember in terms of student learners at school and uses quantitative methods taken directly from students. The similarity of his research with this research is that they both use the theory of memory. However, in the research from Ramlah with this research, there are many differences, namely in this study examines symbols

in memory the object of song lyrics and short films and using qualitative methods.

## **1.6 Definition of Keyterm**

In order to be more directed and focus on the problem to be discussed while avoiding other perceptions of existing terms, there needs to be an alignment of the definition of the term. The definition of terms related to the title in the study for this proposal are as follows:

### **1. Symbol**

According to Mark, (2019), A symbol is something accepted by a specific group of people or the general public. People from various backgrounds may interpret it differently. A cross is an example of a universally recognized symbol that represents Christianity. Other examples include power-off buttons, WiFi, and the thumbs-up symbol. It can be interpreted in various ways because all people do not universally share its meaning.

### **2. Sign**

According (Mark, 2019), A symbol is a kind of sign with a profound meaning. A sign is a type of language in and of itself and is used to convey specific information. Signs are typically informative, regulatory, warning, or prohibitive. As is, a sign should be followed. A sign is a language in its own right, with a universal meaning shared by people from a specific geographical location. A sign, for example, is primarily used to warn people, inform them, or regulate their behavior in certain situations. A sign must be followed because it communicates vital information to you.

### **3. Semiotics**

Semiotics is a science that studies signs, the function of signs, and the production of meaning. Semiotic studying of symbolism in society is

conceivable. This part of psychology is a result part of general psychology. A sign is something that, for a person, means something else.

#### **4. Semiotics of Roland Barthes**

Barthes developed a semiotics that addresses meaning or sign by using two signification stages: denotative meaning as the first signification system, connotative meaning, and myth as the second stage signification system. Denotative is the sign's most real meaning and describes an object's wholeness. Connotative is a meaning that contains elements of a person's feelings and opinions towards a sign and concerns a matter of feelings or emotions. Myth is a semiological system, a system of signs that society interprets, and is a cultural way of thinking about something.

#### **5. Memory**

The study of Memory is one of the oldest research fields in psychology. Psychologists have been studying various aspects of Memory. In this lesson, we will study how our Memory works, the factors which increase or decrease our memory capacity, and what can be done to improve Memory. According to Barlett (Gauld & Stephenson, 1967), Remembering is a reconstructive process based mainly on how subject change and distort process passages when reproducing them from Memory.

#### **6. All Too Well: The Short Film**

All Too Well: The Short Film is a continuation of the All Too Well 10 Minute Version, and its duration of almost 15 minutes was released shortly after the song All Too Well 10 Minute Version. This short film depicts how Taylor Swift, played by Sadie Sink, still remembers flagrantly how she relates to her ex-lover. It is told in detail and very emotionally. All Too Well: The Short Film directed by Taylor Swift herself. All Too Well 10 Minute Version was the second version after previously in 2012. Taylor Swift released All Too Well on Red's album. The song tells the story of the

singer's romantic relationship between Taylor Swift with her ex-lover Jake Gyllenhaal, who all went warm and very sweet and promised a future together but suddenly had to run aground so imminently, was told to run aground due to frequent differences of opinion due to different age that could be said to be quite far away. Taylor was 20 years old at that time, while the lover was already 30 years old. Both Lyrics and short films depict how Taylor Swift still vividly remembers her love story with her ex-lover at the beginning of her 20 years of age. The first version, All Too Well in Red alum in 2012, lasts only 5 minutes 30 seconds. However, Taylor Swift told her in detail story in All Too Well 10 Minute Version of Red Taylor's Version Record Album, and this song is enjoyed by fans and is referred to as *Our National Heart Break Anthem*.

